

## **Abstract**

The importance of social media is clearly identified for various forms of businesses. Intangibility and high involvement of customers in the hospitality industry are crucial factors of adaptation. The new way of communication supports the hotels in identifying the customer's needs and wants in order to achieve high guest satisfaction. This new open data can not only be used for marketing purposes but also to support strategic decisions in the area of revenue management. In order to identify opportunities of the new media and also challenges, interviews with revenue managers of hotels in Vienna were conducted. The previous studies and the qualitative research will help us to understand possible ways of integrating social media into strategic planning.